



**Playa Vista Job Opportunities and Business Services**

The year 2004 marked a successful resurgence for Playa Vista Job Opportunities and Business Services (PVJOBS), refueling their role as one of the greater Los Angeles region's finest job placement programs representing local at-risk residents. Throughout the year, PVJOBS utilized their marketing outreach and negotiating skills to yield new opportunities for the job program. While the year began with challenges stemming from protracted contract approvals, PVJOBS emerged from the dilemma by winning and extending a series of contracts with such public agencies as the Los Angeles Community College District and the City of Los Angeles Consolidated Plan.



Since their inception, PVJOBS has exceeded job placement goals with Playa Vista contractors, and 2004 was no exception, as the job program generated some of their highest contract compliance numbers to date. Coupled with their success with contracts representing projects beyond Playa Vista, PVJOBS continued to solidify their position as a results-driven job placement organization.

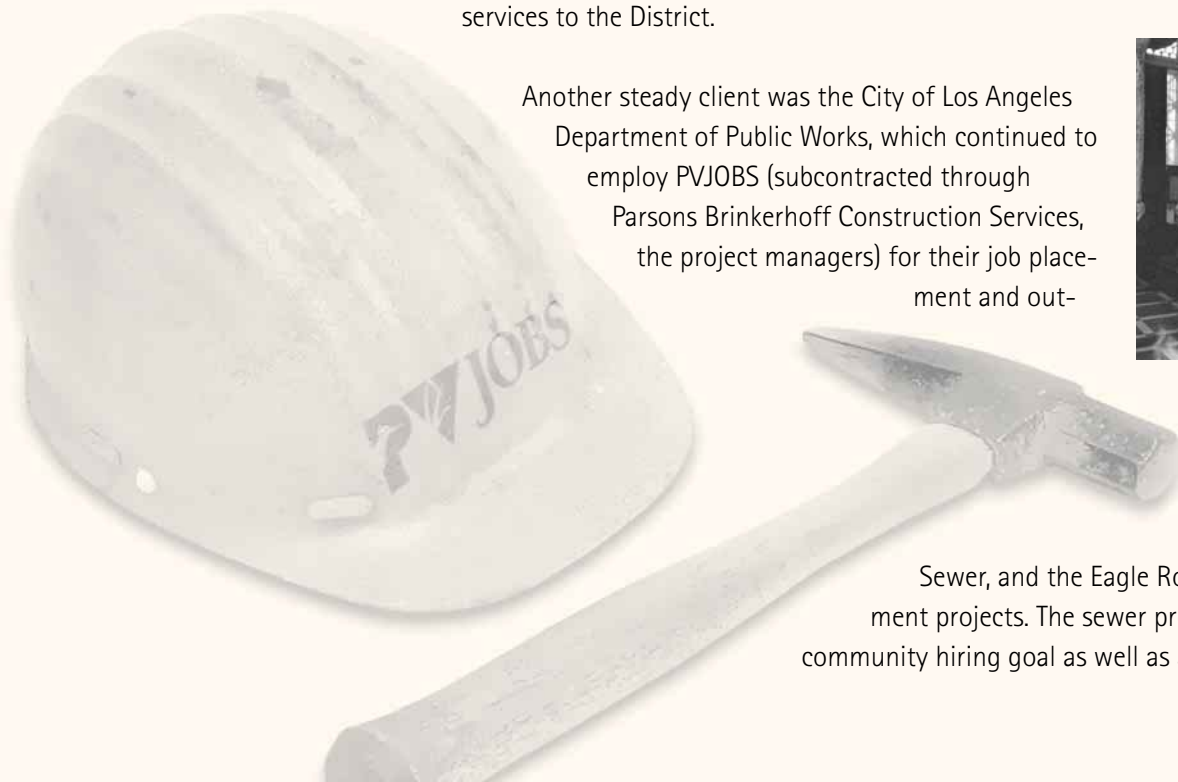
PVJOBS kicked off the year by securing business agreements that ultimately produced long-term contracts, including one with the Los Angeles Community College District's Proposition A and AA bond programs, contracted under DMJM/JGM, for its massive construction endeavor. PVJOBS created a formidable team to provide outreach and services to the District. Three programs were created to service District needs: e7 Jobs provides local community and at-risk residents with construction employment opportunities created from bond projects; e7 Interns provides advocacy for internships and then places District students in the positions; and e7 Architecture Studio offers CAD, architectural data archiving, GIS and 3D-animated graphic rendering services to the District.

Another steady client was the City of Los Angeles Department of Public Works, which continued to employ PVJOBS (subcontracted through Parsons Brinkerhoff Construction Services, the project managers) for their job placement and out-



reach services on behalf of the \$250 million East Central Interceptor Sewer, the North East Interceptor

Sewer, and the Eagle Rock Interceptor Sewer replacement projects. The sewer projects required a 24% local community hiring goal as well as a 6% hiring goal for at-risk



residents. Although the East Central Interceptor Sewer project was completed in September, the Department of Public Works extended PVJOBS' contract for another six months for work on the other projects.

In a proactive move to preserve their operational viability, PVJOBS spent much of the year implementing aggressive new business strategies to generate long-term contracts that would expand the job program's foundational growth. As a result, PVJOBS secured a \$160,000 contract with the City of Los Angeles under the city's Consolidated Plan for providing job placement services to districts 8 and 11, represented by Council members Bernard Parks and Cindy Miscikowski. A special funding opportunity materialized closest to home when PVJOBS received a nearly \$30,000 donation generated from a golf tournament fundraiser, sponsored by Simpson Strong Tie and Playa Vista Capital, which was held in September at Robinsons Ranch in Santa Clarita.



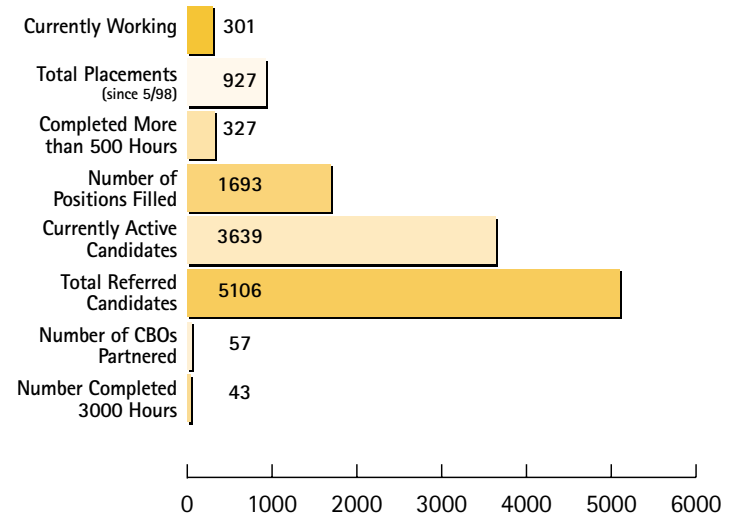
As part of their effort to recognize workers who performed 3,000 hours of service, PVJOBS held a summer graduation ceremony to honor the job program's graduates, who were joined by their family and friends at Playa Vista's Concert Park. Each graduate received a certificate from the job program's board of directors as well as an exclusive PVJOBS



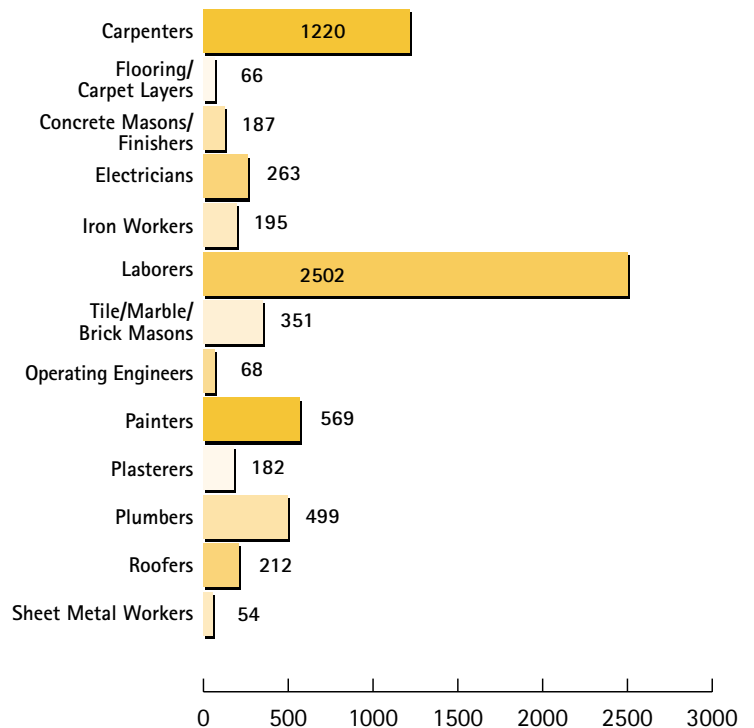
hard hat. They also were given Certificates of Recognition from the Office of California State Senator Deborah Bowen. The ceremony's valedictorian and keynote speaker, James "Rock" Farmer, shared his thoughts and encouragement to an audience of 200 people. The Salter Company (a Playa Vista contractor) has promoted Farmer from foreman to supervisor, and he is currently overseeing a Hollywood project for the construction company. Farmer also has started his own nonprofit, "Why I Can Achieve," a community after-school computer tutorial and gang prevention program.

# 2004 Annual Report

## Overall Totals (all projects, 2/01/05)



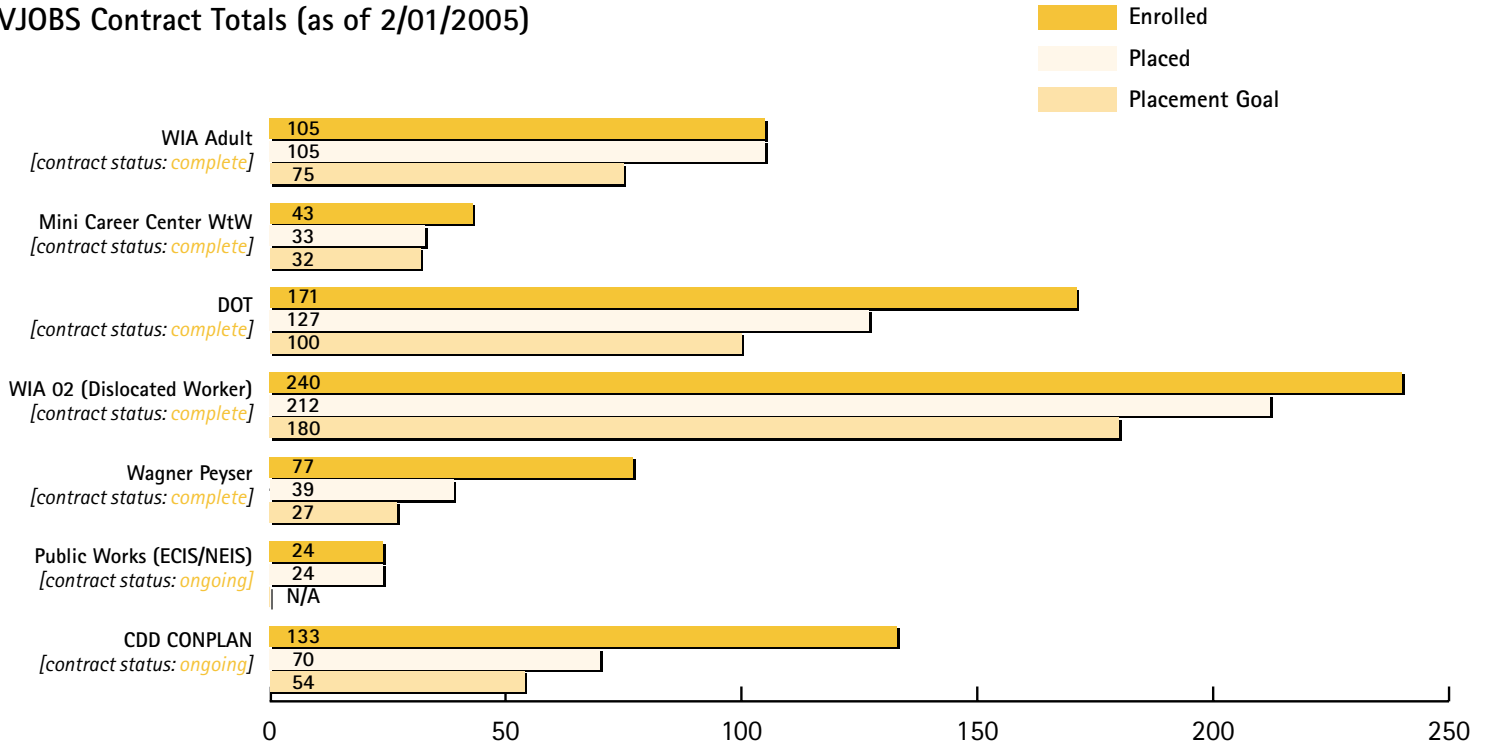
## Construction Trade



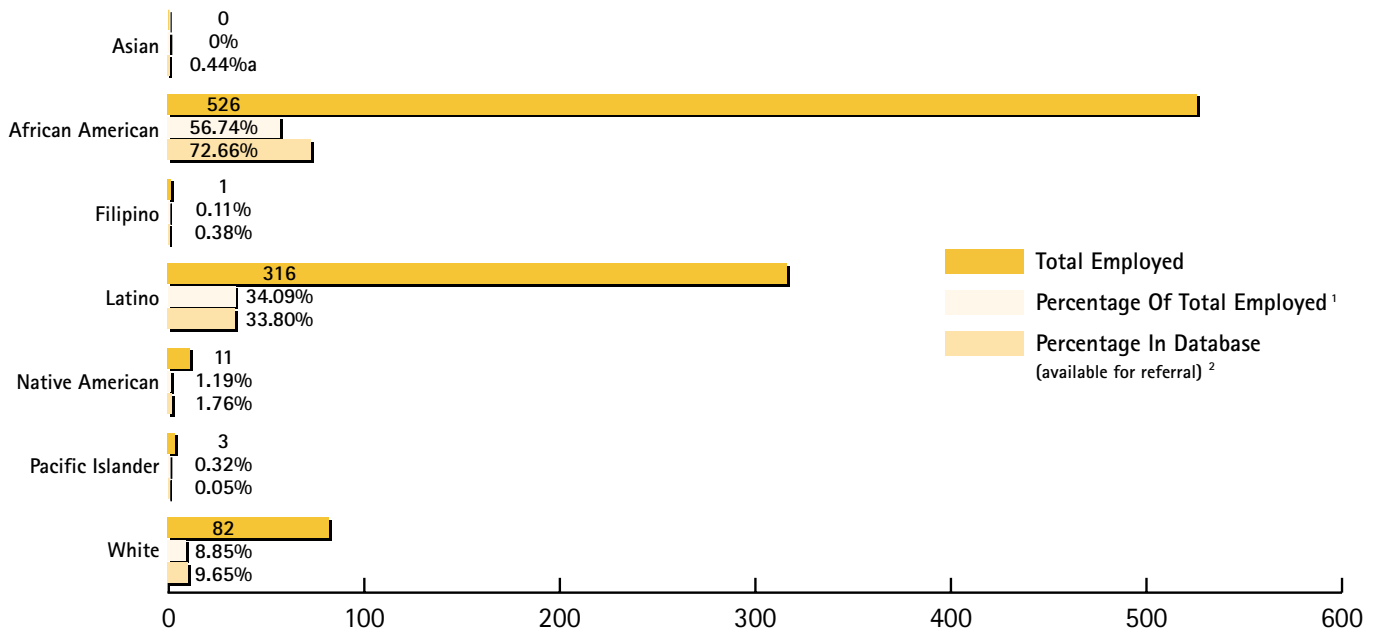
Note: Some clients are qualified for more than one trade.

# Statistics

## PVJOBS Contract Totals (as of 2/01/2005)



## Ethnic Demographics of Those Employed (as of 2/01/2005)



<sup>1</sup> Based on the total number of placements: 927. The Total Employed by ethnic background column totals 939, a discrepancy of 12. This is due to 12 clients who claimed multiple ethnicity.

<sup>2</sup> These percentages are based upon the "Active" client pool of 3639.

# 2004 Annual Report Statistics *continued*

## Playa Vista Compliance as of 2/01/2005

**Construction Related Positions Filled at Playa Vista** 1454<sup>1</sup>

**PVJOBS Candidates Placed at Playa Vista** 722<sup>2</sup>

**Total Hours Tracked at Playa Vista (all labor at project)** 3,936,477 hrs

**Number of PVJOBS Client Hours Tracked at Playa Vista** 539,298 hrs

**Playa Vista Contractor Compliance Rate (2004 only)** 15.09%

**Playa Vista Contractor Compliance Rate (since inception, 1998–2004)** 13.70%

<sup>1</sup> The total number of positions filled is 1693. Of these, 239 were Non Playa Vista positions.

<sup>2</sup> The total number of placements is 927. Of these, 205 were Non Playa Vista placements.

PVJOBS raised their public profile locally by making appearances in the communities in which they directly impact. As an example, during the holiday season, PVJOBS volunteers appeared in the 39th Annual Watts/Willowbrook Christmas Parade that attracted thousands of residents from the Watts and South Central communities. PVJOBS staffers also appeared at a special recognition ceremony held at Los Angeles City Hall for their job well done on the East Central Interceptor Sewer project. During the City Hall recognition, PVJOBS received certificates of commendation from the Los Angeles Board of Public Works and the Los Angeles City Council.



To educate their community partners about future job placements in the construction industry, PVJOBS launched their annual Collaborators Meeting in the spring, drawing more than 100 representatives from 56 local community-based organizations. The meeting featured presentations on three high-profile development projects: Playa Vista Phase Two, otherwise known as "The Village," was presented by Doug Mooreland, senior vice president for Playa Capital Company; Trammel Crow's 2000 Avenue of the Stars was presented by Dan Neiman, senior vice president

of Trammell Crow Company; and the Los Angeles Community College District's \$2.2 billion redevelopment plan was presented by Larry Eisenberg, the District's executive director of planning and development. Toward the end of the meeting, all attendees were asked to complete a survey, which was used to help in the development of the PVJOBS Strategic Plan.

Creating ways to improve PVJOBS' internal operation was another strategic priority of the job program. The PVJOBS Board conducted several Strategic Planning Meetings to refine the job program's mission, create specialized job descriptions for board members, and identify key program goals and implementation strategies. PVJOBS also arranged their presence at two valuable seminars: a UCLA workshop that focused on strategic planning for nonprofit organizations; and an "ActiveGiving" seminar that shared tactics on online fundraising. In addition, the PVJOBS Board approved new Vision and Mission statements, explored the feasibility of developing a Business Incubator Program, and authorized the installation of new interactive features on the job program's website.

With the job program's renewed financial and operational viability, matched by their ongoing support of the greater Los Angeles community, PVJOBS endured a year that reestablished them on the path of even greater success in the years ahead.